Can YOU do this
ISSUED BY
BEECHAMS
PILLS · LTD.
St HELENS · LANCS.

Can YOU WAKE WITH THE LARK ?

TO be a Miss Wide-awake, alive with energy, to have a beautiful slim figure and the complexion of youth your system must be as regular as the clock—*every* day. So remember your Beechams Pills—for 90 years the Golden Rule of Health!

Yes! if you take BEECHAMS PILLS

BRAND

Purely Vegetable. **Worth a Guinea a Box.**

Introduction

THE hurry and bustle of modern life is tending to reduce the vitality and fitness of the nation, a fact which causes grave concern to all thinking men and women.

To combat this state of affairs the Government has formulated a scheme for the promotion of National Health and Fitness.

As a contribution to this ideal, Beechams Pills Ltd. offer this booklet, containing numerous hints contributed by experts, for the congenial promotion of bodily and mental health.

Complete fitness is, however, impossible unless the system is thoroughly regulated, and for this there is no finer remedy than Beechams Pills—the Golden Rule of Health for ninety years.

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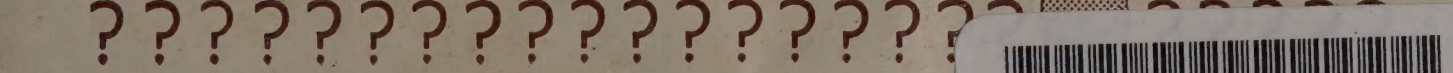
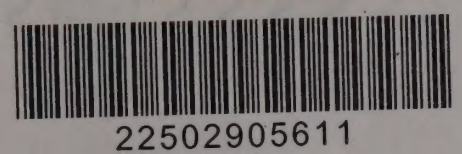
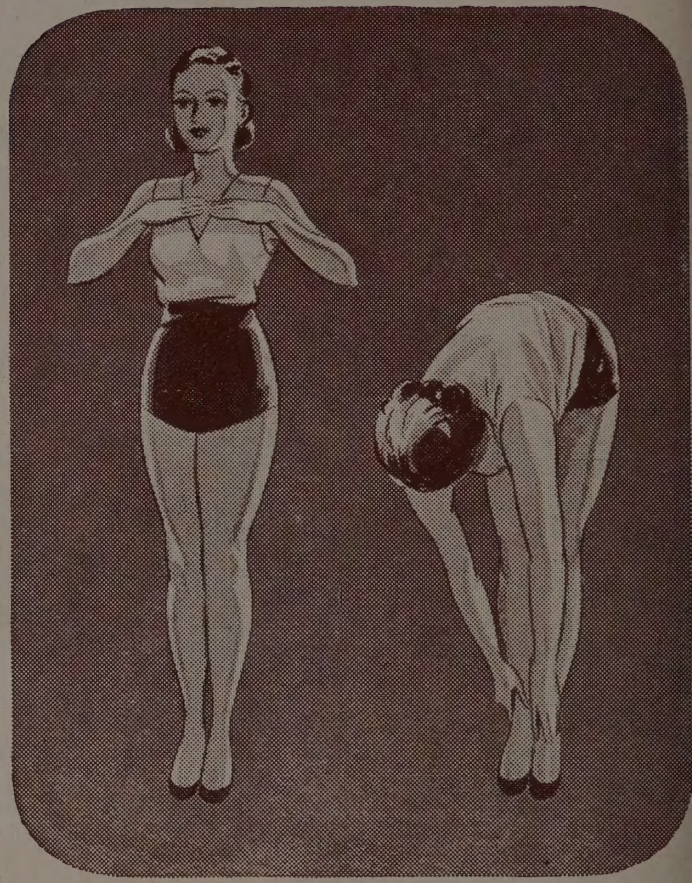




Can YOU KEEP THAT SLIM & YOUTHFUL FIGURE?



IT is the common desire of every normal woman to be young and healthy; to retain her youthful vitality and the slim lines of her figure well past middle age; and she can do this if she will devote just a little time to daily exercise. The results achieved by sensible daily exercises at home are not, as yet, fully appreciated.

A system of physical exercise, training or culture should be based on sound physiological lines, such as graduation, control by deep breathing, continuity of movement, self-massage, lack of straining apparatus, and relaxation.

Life is a hectic rush to-day and few women devote more than a cursory few minutes to regular exercise; some never bother about it at all. These latter find in time that their bodies become flabby-muscled and heavy with useless and unprepossessing fat. It is then they become

alarmed and fly to one of two harmful things. They either begin a strenuous reducing campaign or starve themselves to a dangerous degree.

In the search for beauty many women are led astray by artificial and unworthy substitutes. They are apt to forget that though we cannot all be beautiful of feature, there is nothing to prevent us from developing a health sense which will result in a beauty that emanates from within and produces an outward radiance; the expression of an inward harmony and a balanced co-operation of mind and body. To attain this end sustained effort both mental and physical is required and it will bring its own reward.

The simple exercises explained in these pages will bring the maximum improvement in health, figure and looks generally. If you can do them to music so much the better because rhythm is a valuable aid in body training. Joint loosening is aimed at rather than muscle building since we are not out to produce hard bulging muscles. Stick to the course diligently six days a week for six weeks and you will be amazed at the improvement in yourself. Sun and air bathing are excellent tonics for the skin and if you can make time to devote to this each morning, the same period can be utilised for deep breathing exercises. Make a start by springing out of bed in the morning, whether you feel like it or not; you probably will not at first. Then open the window wide and let the fresh morning air into the room. Bathe your skin in the air unencumbered by clothes and with

a little skin massage you will be surprised how warm you feel.

The objects aimed at must be internal fitness, and external moderate, symmetrical development with full lung power, suppleness and endurance, a healthy skin and a sane outlook on life. The main thing is to start with a definite system and follow it out conscientiously. Here is a course of exercises for women to cover a period of six weeks :—

First Week.—Standing. (a) From the shoulders clap all the way down the body to the ankles. (b) Reverse the clap upwards. Repeat clapping down the sides from under the arms. Keep the knees straight.

Second Week.—Standing. (a) Hop, lifting left knee to chest. (b) Same, right. Work (a) and (b) alternately and quickly eight times. Rest and repeat.

Third Week.—Standing. (a) and (b) same as second week, but work to the back, kicking the pelvis with heels. Alternate second and third week.

Fourth Week.—Standing and clasping left knee up to chest. (a) Hop eight times quickly. (b) Same, clasping right. Practise all the preceding weeks and add this one

Fifth Week.—Same position as fourth week. (a) With right knee clasped hop round on the spot, taking eight hops to get round twice. (b) Same left.

Sixth Week.—Standing. Spring higher, using ankles by raising heels and letting toes hang down. When in the air knees and toes should be in alignment. Eight times, higher and higher. Repeat previous weeks.

Can YOU TOUCH YOUR TOES AND COME UP SMILING ?

BETTER than being bent "nearly double" w th aches and pains from a poisoned system! You must keep your system regular—regular as the clock! So remember your Beechams Pills—the Golden Rule of Health for ninety years.

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Can YOU SPARE 10 MINUTES A DAY FOR HEALTH

MANY men complain that they have not time to devote to physical training and exercises. We can all persuade ourselves that we have not the time if we wish to do so, but we all want to be healthy and strong and possess a constitution that will resist disease. It is a one-way street. Health is waiting for us at the end of it if we but decide to make a very small effort.

However busy a man is he will not deny that he can afford ten minutes a day to devote to his health—and that is all that is necessary to maintain fitness. If you can afford more time so much the better, but if you belong to that section of the community where every minute counts, reserve ten minutes out of the 24 hours for exercises, and be sure that you follow a definite line of action.

Perform these exercises in an airy bedroom or in the bath room. Wear pyjamas for the first three and be stripped for the last three, since they are rubbing exercises and self massage. The rubbing exercises can also be done just before retiring to bed. It is important to remember that every breath taken must be as deep as possible. Breathe only through the nose, in and out. By doing this you secure rhythmical control of the exercises. Relax all muscles not actually in use, especially the abdominal ones.

Exercise 1.—Slow trunk circling, five breaths each way. Stand with feet apart, hands on hips, at "neck-rest," or above the head with fingers interlaced, and lean forward about 30 degrees.

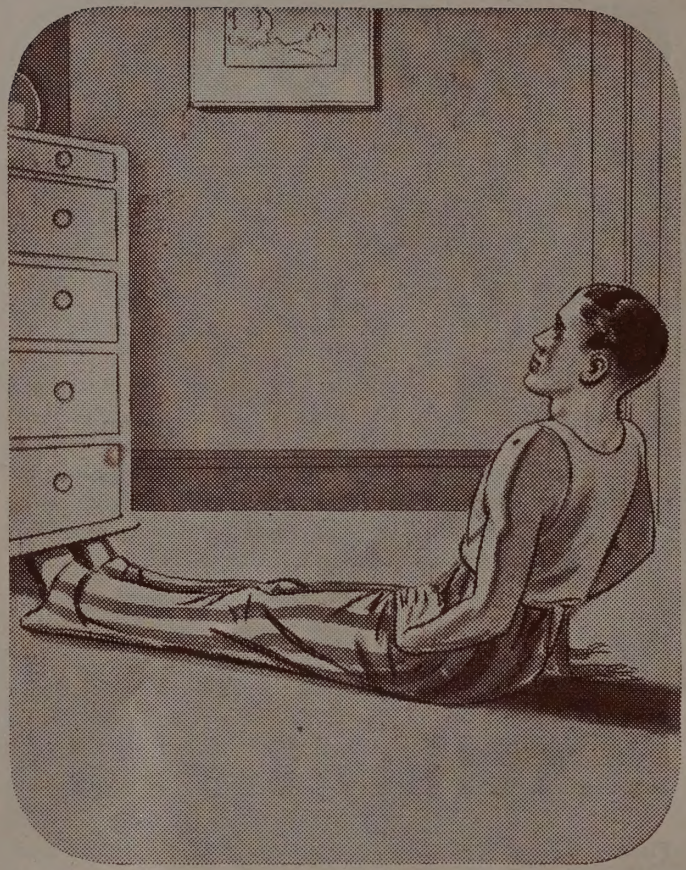
Exercise 2.—Slow trunk lowering and raising, sitting on floor with toes under furniture. While inhaling deeply, lie down and relax when you reach the floor. Come up again while exhaling. The head should touch the floor first and leave last.

Exercise 3.—Quick arm circling, small and large circles. Standing with one foot in front. Arms held extended sideways. Six to ten breaths in all.

Exercise 4.—Slow trunk bending back-forward-down-up. With rubbing of trunk and legs. Feet apart. Ten breaths in all.

Exercise 5.—Slow alternate leg raising in three directions, with massage of legs. Twelve breaths in all.

Exercise 6.—Quick trunk flinging from side to side. With vertical massage on sides of trunk and thighs. Six or more breaths.



Can YOU BEND WITHOUT A BACKACHE ?

CAN you tie up your lace without a twinge in muscle or joint? This is the ease and freedom of youth! But if you are over-weight, or "feeling your age" then turn out the poisons which bring on old-age. **Keep your system regular**—regular as the clock. Remember your Beechams Pills—the Golden Rule of Health for ninety years.

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Can YOU MAKE CORONATION TARTLETS ?

THESE attractive looking confections are not really difficult to make and are exceedingly decorative and tasteful for the table. First make a sweet paste with the following ingredients: ½ lb. of flour, ½ lb. of butter, 2 ozs. of sugar, and one egg.

Rub in the flour and butter and make a bay. Add the sugar and egg and mix the whole. Roll ¼-inch thick and stamp out with a fancy cutter. Line the tartlet tins and lightly bake. It will be as well to fill the tartlets with hard rice temporarily so as to keep the centre from rising. When cooked empty all the rice out. Now fill the centre of the tartlets with half a peach and four tinned strawberries.

Allow to cool and decorate with four stars of whipped cream. Now bend two strips of angelica right across the tartlet and place a red cherry in the centre.

Can YOU

COOK FOR SIX AND ENJOY IT WITH THEM ?

WHEN cooking takes away your appetite you must know you're not up to the mark. You have been letting health-destroying poisons collect in your system. Healthy men and women are regular—regular as the clock. So remember your Beechams Pills—the Golden Rule of Health for ninety years.

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Can YOU FACE YOUR JOB CHEERFULLY?

THE essentials of healthy living are an adequate supply of oxygen, and of fresh, nutritious food, as well as water. Far too many people lack these, not because of poverty, but because of their neglect of the elementary rules of Nature.

Deep breathing, one of the most profitable of all exercises, can be carried out anywhere, at any time, and by anyone, regardless of age, sex or physique.

A great deal of ill-health, in fact a far larger proportion than is generally realised, is caused or aggravated by constipation. This may be described as the primary disease of civilised people. If there is not regular elimination of waste products the fresh food entering the body is poisoned.

If you are a sedentary worker and you are in the habit of travelling to and from your place of work by train or omnibus, you should walk part of or all the way in the interests of your health. Next time you see a lift or an

escalator, ignore it and use the stairs, particularly if you spend the greater part of the day seated. When you are walking keep a straight back and breathe deeply and when you get to the office or workshop remember that by sitting straight you are promoting health.

If you get into the habit of thinking along healthy lines you will gradually begin to follow health-giving practices without conscious effort. Mind and body are closely allied. One reacts upon the other. Kill negative thoughts in the bud. Think positively and you will feel fresh and cheerful all day. Even if things are not going as smoothly as you would like them to do it is useless to complain. Smile and tackle the job afresh. In this way you can toil hard for hours on end and at the end of the day you will feel fit and happy for the leisure hours which follow.

Diet is of paramount importance and in this connection, too, the essentials are simple enough. There is no need to be a crank. The person who has too many fads is usually suffering from a disordered system due to insufficient regard for these primary needs in earlier life. Wholemeal bread and plenty of fresh fruit and green vegetables should form the basis of a healthy diet and as for drinks, take plenty of pure water. Drink two glasses of water on rising, with a squeeze of lemon juice if desired, and a glass between meals and on retiring. You will then keep a clear eye and a fresh complexion.

Self discipline is an important factor in maintaining health. In a gymnasium we act according to instructions and we must learn to direct our own instructions outside.

Can YOU WORK OVERTIME WITHOUT OVER-STRAIN ?

A FEW hours extra work are easily weathered by the man with a trim, active figure and a healthy constitution. And the secret of such blessings is **perfect regularity.** So keep **your** system regular—regular as the clock. Remember your Beechams Pills—the Golden Rule of Health for ninety years.

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Can YOU MAKE THE MOST OF GOOD HEALTH?

An Appeal to Youth

THE fitter Britain Movement is already gaining new adherents among both young and old. The ideal is to be attained partly by congenial exercises and recreations, partly by a wider popular knowledge of sound dietetic principles, and partly by a wider adoption of rational methods of living. We need a return to the classic precept of a healthy mind in a healthy body.

Every nation in Europe is devoting particular attention to physical fitness to-day, and the British Government is taking practical steps to ensure that the people of this country shall not fall behind. We know that physical fitness is one of the main factors in health, and health, in turn, is the very foundation of happiness and contentment. But before we can consider ourselves a really healthy nation we shall have to raise the general standard of physical fitness and development.

We are not a C3 nation, but we have some ground to cover before we can call ourselves A1. Our public health services are second to none and there has been a marked improvement in the health of our people in the last few years. Despite these facts there is still 40 per cent. of the population between the ages of 14 and 40 who do not participate freely in physical recreational training.

There are many ways of pursuing health and deriving the maximum of pleasure out of the process. All sorts of open-air activities are beckoning to us—hiking, cycling, camping, swimming, tennis and riding. It is this traditional love of the open air that offers the most scope for advancement. Local authorities are providing swimming pools and playing fields and the Government scheme is backing up such enterprises.

The foundations of good health can be laid when a child is at school and in the years immediately following. Arrangements are being made to an increasing extent for the provision of nourishing meals and milk in our schools. Some 2,500,000 children are obtaining milk at school at half the ordinary price to-day. Teachers are recognising more and more the necessity of inculcating healthy habits in their charges. Children in elementary schools can now join in physical exercises, play games, swim and dance. Even in the infant classes children learn to play fair in games. At a later stage gymnastics are combined with physical exercises and when the time comes to leave school children will not give up their physical activities.

Opportunities exist for carrying on the good work when school days are over. There are more than 5,000 evening classes in physical training arranged by local education authorities and there are many boys' and girls' clubs and youth organisations. Thanks to the National Playing Fields Association the number of recreation grounds and playing fields available is increasing continually. The main purpose of the King George V Memorial Fund is to provide playing fields throughout the country, and large grants have already been made by King George's Jubilee Trust to aid the work of voluntary youth organisations.

The voluntary organisations known as the National Association of Boys' Clubs and the National Council of Girls' Clubs are concerned together with the physical education of 1,000,000 young people in this country.

Common to those who are working for boys and girls is the realisation that good health is vitally necessary, because, without it, no work is really efficient and no pleasure truly enjoyed. The State demands sound bodies in which to house the sane minds of its citizens, and good health is thus a national asset. It is realised also that group work in physical training develops the team spirit and that it is necessary to instil into young minds the fact that health and cleanliness are closely allied.

The boys and girls of the clubs enjoy organised training in gymnastics, athletics, sports and games. They are taught that the value of these activities lies in the pleasure

of taking part in them. Every young person requires the benefits thus offered and there is no attempt to produce individual athletes of championship standard at the expense of those of only ordinary ability.

The National Playing Fields Association considers that there should be four acres of playing fields available for every thousand people. There is only one acre at present. Members of boys' clubs are for the most part working lads from fourteen to eighteen years old, at a critical period of their physical development. The clubs offer them a choice of activities which help them to strengthen muscles and character alike.

"CORONATION"

HOW MANY WORDS CAN YOU MAKE?

HERE is a good game for a Sunday afternoon or an interesting test for a children's party. Write the word "Coronation" at the top of a piece of paper and see how many separate words you can make from the letters. You will be surprised how many separate words can be formed by varying the combinations of these letters.

Take each of the ten letters in turn as the initial letter of a new word and try your skill at word making. It is possible to form more than 120 other words out of these ten letters.

Can YOU BALANCE ONE BILLIARD BALL ON ANOTHER ?

THERE is something rather attractive about that kind of power which enables you to delude a gathering of hard-headed and presumably intelligent fellow men.

Here is a trick which you can easily master and which looks most impressive to anyone who does not know the secret of how it is done. Ask a few of your friends if they can balance a billiard ball on the top of another. If billiard balls are not handy, use any other kind of balls with a smooth surface.

When they have tried and failed you balance the balls without effort at the first attempt. The secret of success is that you have a small thin rubber ring carefully hidden in your hand, and when you pick up the two balls, one in either hand, you dexterously palm the rubber ring between the two balls, as you see in the adjoining picture. The balls will then balance perfectly.

Can YOU

LIFT A CHAIR FROM THE FLOOR BY THE FOOT OF ONE FRONT LEG, USING ONLY ONE HAND

THIS is not a trick, but is really a feat of strength, and it is surprising how few people can perform it. For this muscular trial choose a reasonably light chair, say a bentwood kitchen chair, place it on the floor and, bending down, grasp the foot of one of the front legs. Then try to lift the chair from the floor. The chair should not be jerked up, but raised steadily, keeping it upright while doing so.

After practice it is possible to make use of a slightly heavier chair. It helps considerably to concentrate on the lifting, thus co-ordinating mind and muscle.

Can YOU

JOIN IN THE FUN WITH THE YOUNG FOLK

IF you are light on your feet, sound in wind and limb, how much happier life can be. If your blood stream is pure, digestion in order, tissues free from fat-forming poisons then you can count yourself among the really young. The secret of youth is a regular system—regular as the clock. So remember your Beechams Pills—the Golden Rule of Health for ninety years.

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Can YOU

TIE A KNOT IN A HANDKERCHIEF WHILE HOLDING THE TWO ENDS

PRODUCING an ordinary pocket handkerchief ask your neighbour if he can tie it in a knot while holding the two ends in each hand and without letting go of either end. The uninitiated will get himself into a series of contortions without succeeding. He will say that it is impossible to perform the trick without he lets go of one end of the handkerchief.

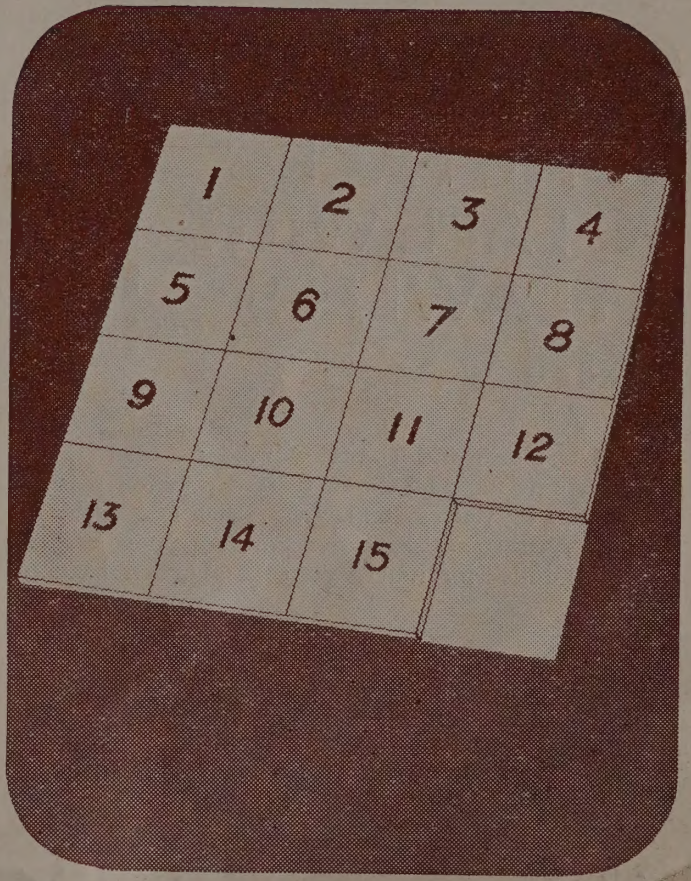
It is really one of the simplest tricks to perform. All you do is to place the handkerchief on the table, fold your arms and pick up each end of the handkerchief. Now unfold your arms again and this action will tie the handkerchief into a knot. This trick cannot be done in the reverse direction.

Can YOU DO THE FIFTEEN PUZZLE?

THIS appears to be a simple puzzle, but you will find it rather difficult of solution. Take fifteen cubes of wood or cut up a piece of stiff cardboard into fifteen squares with one inch sides and mark them from one to fifteen. Place them indifferently in a box made to hold sixteen, or place them on a paper similarly marked out into a square.

The puzzle consists of sliding the cubes from square to square without lifting or removing them until they are arranged in their natural order. It is easy to move them correctly up to twelve, but to get the last three into order is a tricky business.

This puzzle can also be worked out with an ordinary pack of playing cards. Pick out the Ace, King, Queen and Jack from each suit, discarding one card, and you have fifteen which can be arranged to represent the numbers one to fifteen. The number of movements, of course, will vary according to the skill of the players.



Can YOU COME FACE TO FACE WITH A FLAWLESS SKIN?

YOUR face and spirits will be as bright as a spring morning if you clear depressing poisons out of your system. So **keep your system regular**—regular as the clock. Remember your Beechams Pills—for ninety years the Golden Rule of Health.

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Can YOU MAKE THE MOST OF YOUR BEAUTY ?

EVEN if you are not beautiful you can be attractive, but if you are pretty you can be glamorously lovely by devoting a little attention to the care of your hands, the expression of your face, the right make-up, by the lustre of your hair or the way you walk along the street.

The method of applying make-up can be an art or an aimless, perfunctory affair. You should apply your make-up according to the shape of your face, and blend it carefully in. If you are made-up expertly you can take ten years off your age. Perhaps you have a good shaped face rather spoilt by a little thickening under the chin? You can easily correct this by doing one or two simple exercises, patting with astringent and wearing a chin strap at night.

A blackhead is a small enough thing in itself; so is a pimple. But both can mar an otherwise beautiful face.

There are special creams for blackheads which bring them to the surface and make them easy to get rid of. Spots can be banished by devoting a little attention to your diet, cleansing your system with a course of Beechams Pills, and making applications of clearing lotion, which will rid the skin of all poison and leave it delightfully clear. Sometimes a few hairs round the mouth will detract from your appearance. You can use the wax which gets them out in a few seconds with no trouble at all, and helps to weaken the roots so that with the passage of time they are eradicated altogether. The use of a little eye shadow will sometimes make an amazing difference. It must be applied carefully and lightly starting near the eyelashes at the inner corner of the eye, gently smoothing it along and working it out to the outer corner of the eyebrow. The application of a good eyelash grower at night will be found helpful.

Your hair is one of the outstanding features about you that tells tales. In fact it tells so much that hundreds of years ago the ancients used to read character and determine wit and talent by the hair. Which girl is most likely to marry first—the girl whose hair looks so smooth and shining every day as if she were going to a dance, or the girl who gets her hair done once in every three weeks? Who is going to get on in business, the secretary whose becoming coiffure looks smart all day long or the one whose style is so elaborate that she has to spend half her day in the cloakroom attending to it?

Your hair tells you whether you are in good health or bad; whether you are sleeping poorly; whether you are eating too many sweets and not enough salads; whether you are brushing it regularly or neglecting it. It tells you if you are neat or untidy in your habits, conventional or adventurous and a dozen other secrets. It is a fact, however, that to have hair that tells good tales about you takes less time, less money and less effort than most women imagine. You must learn to understand your hair. Beautiful hair is dependent on good general health, active circulation of the blood in the scalp and hygienic external care. Keep your hair clean by stimulation and conditioning, shampooing and brushing. Massage your head and make free use of lubricating and antiseptic preparations.

Shampoo your hair whenever it is dirty. This may vary with the type of hair, the season of the year and occupation of the individual. Once a week is a fair average. Wet the head thoroughly and apply the soap in a generous lather. Scrub hair and scalp hard. Rinse and repeat the lathering. Rinse again still using warm water. Wrap a warm towel about the head to absorb as much water as possible. Rub hair and scalp as dry as you can with towel. Massage scalp and toss the hair about so that air can get to all of it. Drying in fresh air gives more lustre. The electric dryer, properly used, is not harmful.

A woman's hands are always important. Perfectly manicured, your hands are noticed and envied as they

curve about the stem of a wine glass, lovely things expressive of your gaiety and your grace. Your hands are faithful and willing servants, eager to learn, capable of great strength and usefulness. They do the graceful skilled work of the world. Look at the hands of other women about you. A shapely hand there. Upon one slim finger a glittering diamond rests, symbol of a promise, a fulfilment of romance, a tribute to those white soft-skinned hands that do it fitting honour.

If your hands look wrinkled and old it is due to lack of oil and the same lack can make your nails brittle. Replace it by using a hand lotion every time you wash, and massage a nourishing cream into your hands every night. Remember that your hands will become coarsened by the use of hard water, hot water, cheap soap, scouring powder and disinfectants. If your hands chap easily always dry them carefully, use a hand lotion regularly, and twice a week give your hands a warm oil treatment. Soak the finger-tips in the oil and work the warm oil into your hands. A manicure should be taken once a week without fail. Do not file down the corners of the nails; it makes them break easily and nails with the sides grown up and turned into the finger are a much prettier shape than those which are filed right down to the sides. Keep the cuticle under control by using special cuticle cream frequently, and when you manicure work away the dead cuticle with cuticle remover.

Can YOU SLEEP LIKE A TOP EVERY NIGHT ?

SLEEP—the true food of the Nervous System, "Nature's Sweet Restorer". The healthy always get their ration, and the rest need it! The secret of deep refreshing slumber bringing radiant vitality and a renewal of youth lies in a regular clearance of poisons from the system. So keep regular—regular as the clock. Remember your Beechams Pills—the Golden Rule of Health for ninety years.

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Can YOU APPLY THESE HOUSEHOLD HINTS ?

To Cement Broken China.—Beat lime into the most impalpable powder. Sift it through fine muslin; then tie some into a thin muslin. Put on the edges of the broken china some white of an egg; then dust some lime quickly on the edges so treated and unite exactly.

To Take Wine Stains out of Linen.—Hold the stained article in milk that is boiling on the fire, and the stains will soon disappear.

To Take Grease out of Silks.—Take a lump of magnesia, and rub it wet over the spot; let it dry. Then brush the powder off, and the spot will disappear. Another method is to take a visiting card; separate it, and rub the affected spot with the soft internal part, and it will disappear without taking the gloss off the silk.

To Test Mushrooms.—Rub the upper skin with a gold ring or any piece of gold. The part rubbed will turn yellow if it is a poisonous fungus.

Lemons are useful for.—All stomach diseases, gravel, liver complaint, inflammation of the bowels and fever; worms and skin complaints. Lemon juice is the best antiscorbutic remedy known. It not only cures the disease but prevents it. Lemons prevent chilblains. It is valuable also to cure warts, and will destroy dandruff by rubbing the roots of the hair with it.

Colour for Flower Bowls.—A little powdered dye added to the water in a glass flower bowl will colour the water without damaging the flowers. The colour of the dye can harmonise with the flowers or with your dinner service, whichever you prefer. For a multi-colour effect add two or three different dyes.

Dripping Sauce Bottles.—There will be no more drips from your sauce bottle if a pipe cleaner is twisted round the neck. It is a good plan to put one round the coffee essence bottle as well.

To Flavour Lump Sugar.—Lump sugar may be flavoured with orange or lemon by putting the sugar in a tin with the peel for a day or so. After flavouring the sugar, store it in an air-tight tin and grate it over a lemon or orange cake as required.

To Make Leaves Last.—Virginia creeper can be preserved for use during the winter by treating it with a clear varnish; but before brushing over the leaves with the varnish, put the sprays between blotting paper and press them with a cold iron. Beech leaves can be preserved by standing them for a week in a jam jar filled

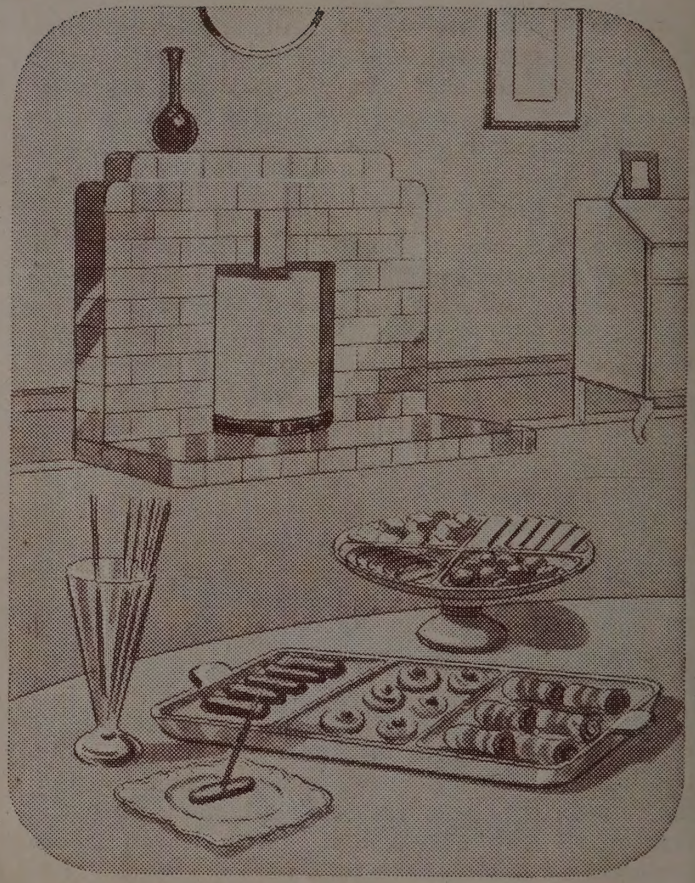
with glycerine and water—allow three parts of glycerine to one part of water. After this treatment the leaves should be kept in water all the winter.

To Clean Red Brick Fireplaces.—Many marks and stains on the rough red brick fireplaces which are so popular nowadays can be removed by rubbing with a small piece of red india rubber. Coal marks and finger marks rubbed with this will disappear quickly. This treatment is preferable to scrubbing with soap and water, which is apt to spoil the colour and surface of the bricks.

To Make Mock Cream.—Mix half a tablespoonful of flour with a pint of new milk ; let it simmer five minutes to take off the rawness of the flour. Then beat up the yolk of an egg, stir it in while the milk is boiling, and run it through a fine sieve.

A Tip for Your Party.—The latest craze at parties where stand-up refreshments are served and where mostly tiny sandwiches and bits and pieces of food are offered to the guests, is to serve them with a toothpick through each. This makes it quite easy to pick up each item and eat it without soiling your fingers. Tiny hot sausages, bits of sardine, cubes of cheese, little rolls of bacon or smoked salmon all lend themselves to this treatment. A bundle of cocktail sticks will do just as well.

Cutting a Carpet.—If you are cutting a carpet to fit a particular room you can prevent the cut edge from fraying by sewing strips of carpet braid to the underside of the carpet before it is cut. This is a well-known and effective trade trick.



Can YOU KEEP YOUR HOME BRIGHT BUT YOUR BEAUTY FRESH ?

A SPICK and span home in exchange for personal loveliness is a very doubtful bargain. Why not have **both?** Banish the poisons within you which bring weariness, age and ill-health. **Keep your system regular**—regular as the clock! Remember your Beechams Pills—the Golden Rule of Health and Loveliness for ninety years.

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A FINAL MESSAGE

WE have drawn your attention on pages 2 to 7 of this booklet to a system of physical exercises designed to improve your individual standard of fitness. Finally we should like to emphasize that physical vitality is only a part of general bodily health and that many other factors enter into complete mental and physical happiness and well-being. In order to achieve the ideal of national fitness it is essential to realise that 90% of everyday ills is due to Constipation—to overcome which you cannot do better than take a course of BEECHAMS PILLS, the foremost national family medicine.

BEECHAMS PILLS have been before the public for over ninety years, during which time the formula has remained unchanged—the product which is prepared under the supervision of qualified chemists having been examined by that well-known authority, Mr. Herbert Skinner, Chief of the Pharmacy Department of the Royal Northern Hospital, London, and a past President of the Pharmaceutical Society of Great Britain—see Certificate opposite.

KEEP FIT · · TAKE BEECHAMS

The Pharmacy Department,
Royal Northern Hospital,
Holloway Road,
London, N.7,
April, 1937.

This is to Certify that I have examined the formula of **Beechams Pills** and the processes of manufacture of this handy home medicine.

I have satisfied myself that the ingredients represent a safe, pure and efficacious prescription—samples being tested daily in the Laboratories by qualified chemists.

In addition, the processes of manufacture are carried out in a modern model factory under perfect hygienic conditions.

(Signed) HERBERT SKINNER, Ph.C.
Pharmaceutical and Analytical Chemist to the Royal Northern Hospital.

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